

A close-up photograph of a woman's eye, looking directly at the camera. The image is partially covered by a semi-transparent pink overlay that extends diagonally across the frame. The eye is detailed, showing eyelashes and the iris.

# Research into the synergy between TV and digital native



# Research questions

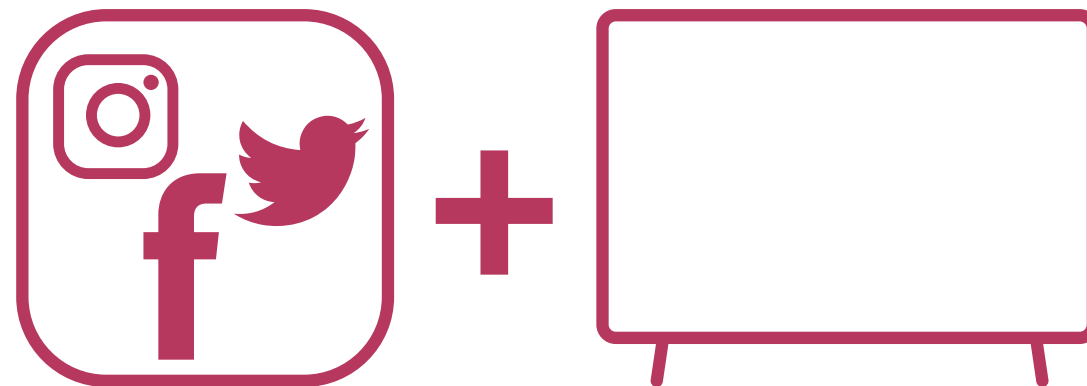
- ✓ What is the synergistic effect of using TV & digital native?
- ✓ What is the optimal sequence of use?
- ✓ How are the different forms of advertising valued?

# What did we do?

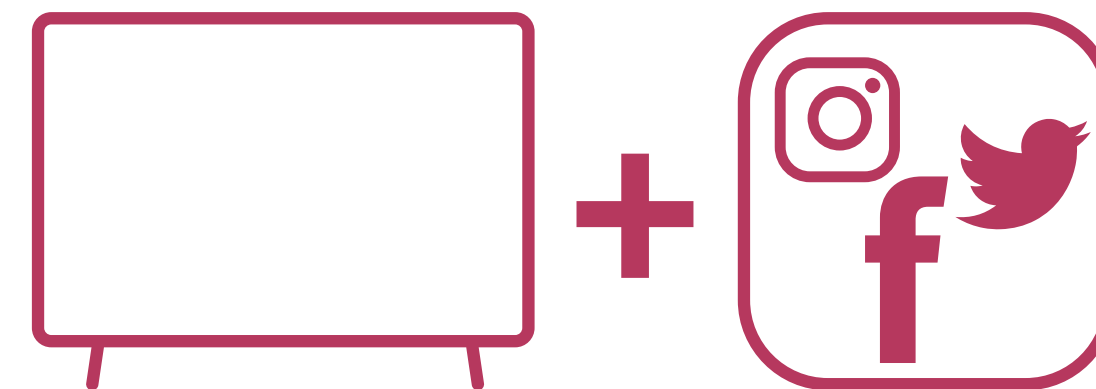
Research in collaboration with DVJ Insights



TV only



Digital Native & TV



TV & Digital Native



# Who did we survey?



**Total**  
**18-54 age group**



**18-34 age group**



**35-54 age group**

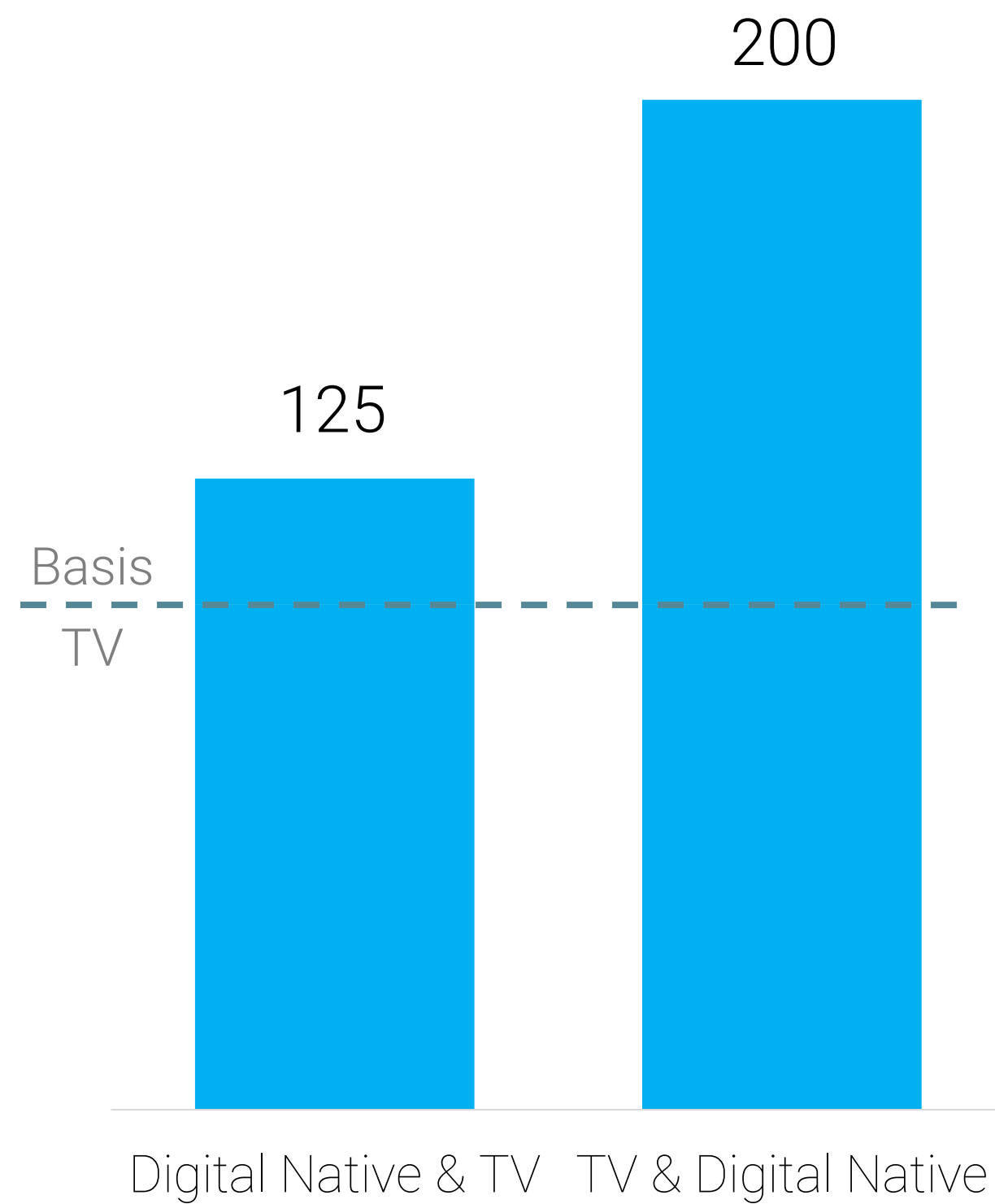


**Blog lovers**  
People who like to  
read blogs/articles

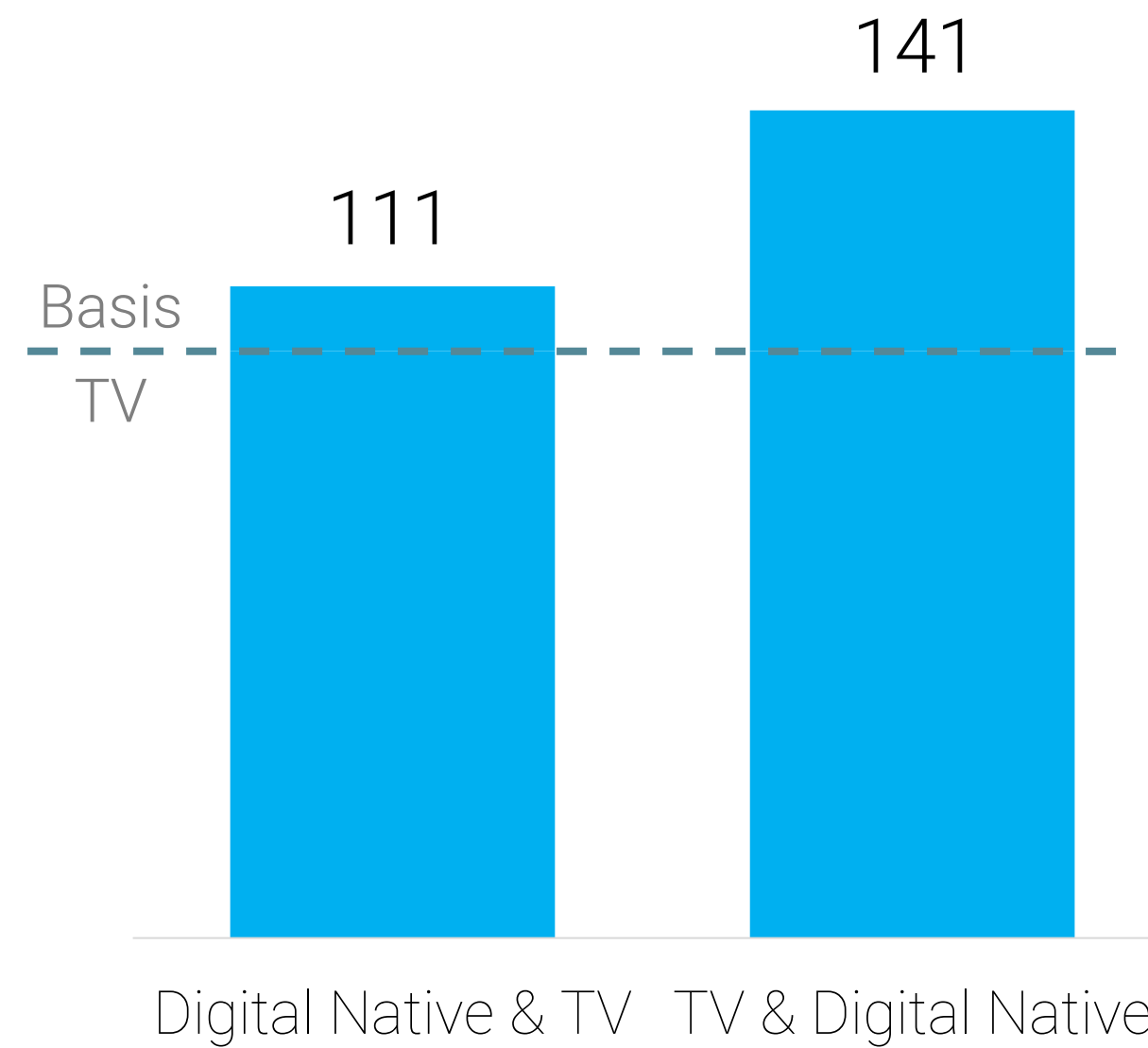


# TV followed by digital native has the most impact on brand recall

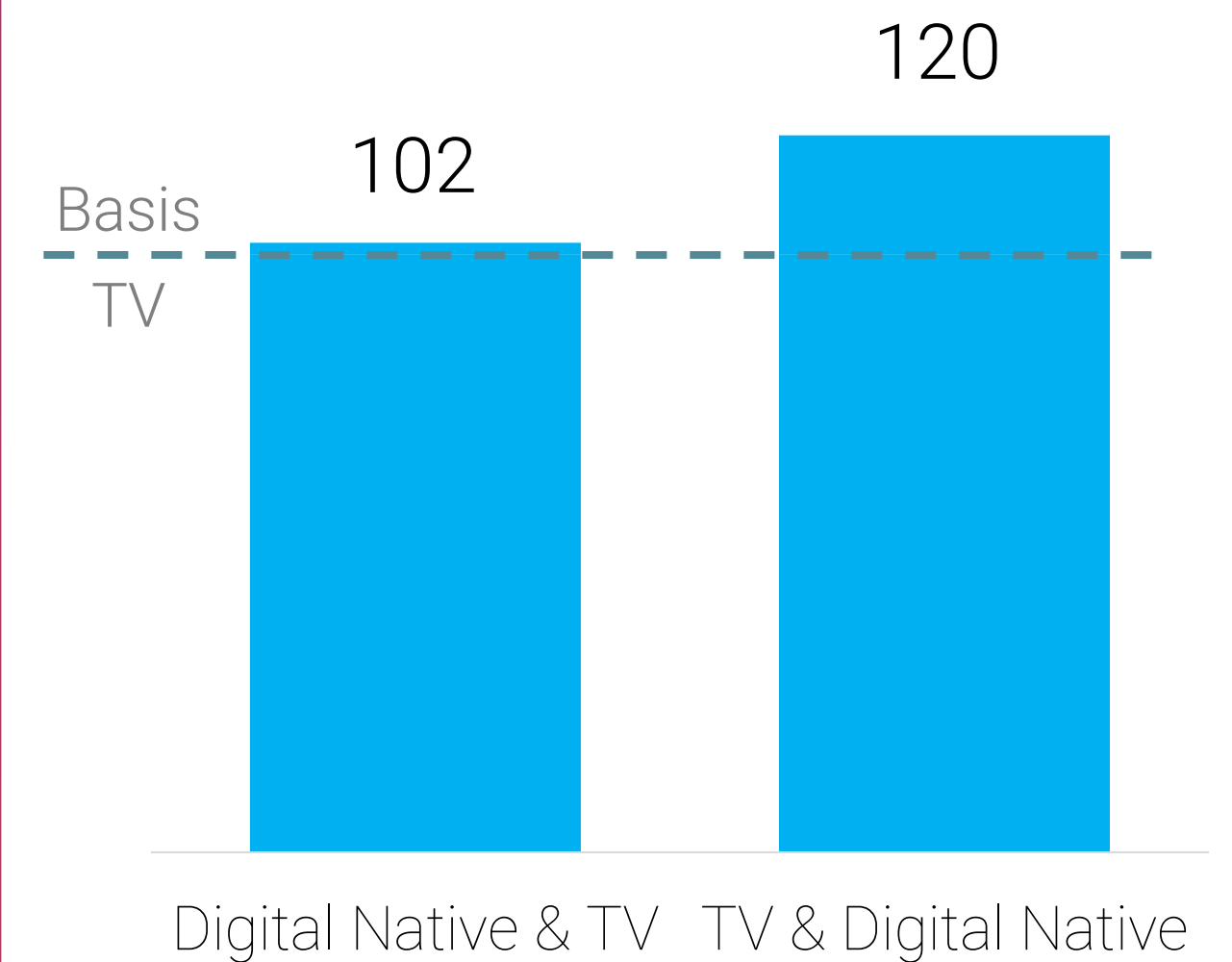
## Top-of-Mind



## Spontaneous



## Assisted



TV as a basis has the most impact

Does this effect depend on the age  
of the viewer?



The combination of TV & digital native **has the most effect** on the 35-54 target group





# How is the format assessed?

	TV commercial	Digital native
Easy to understand	63% ↑	59%
Brand fit	52% ↑	49%
Credible	50%	54% ↑
Distinctive	24%	40% ↑
Enjoyable	41%	41%
Relevant	44%	42%
Message conveyed	33%	29%

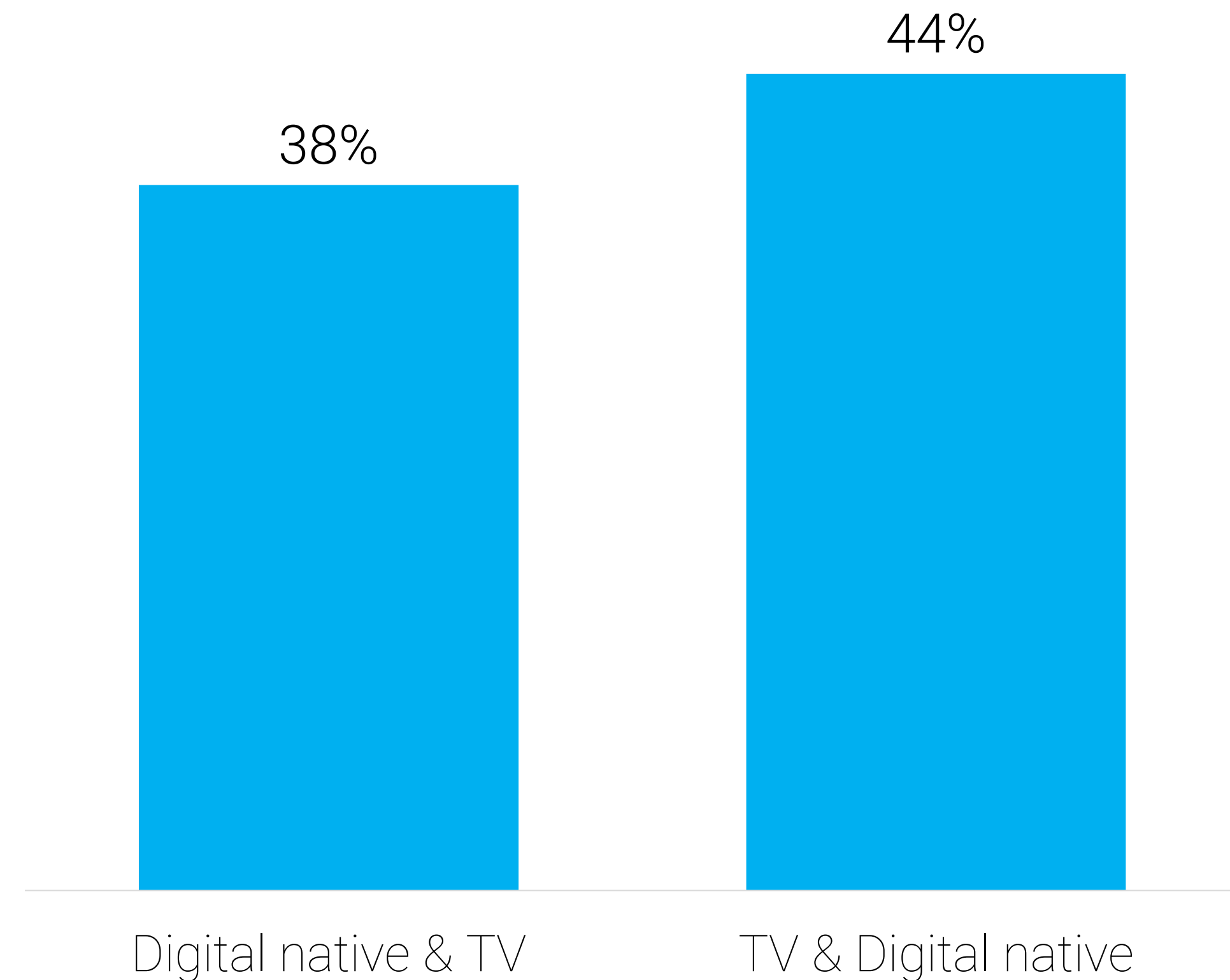


TV commercial scores better on  
easy to understand & brand fit

Digital native scores high on  
credible & distinctive

Digital native is  
seen as **more  
enjoyable** after  
watching a  
TV commercial

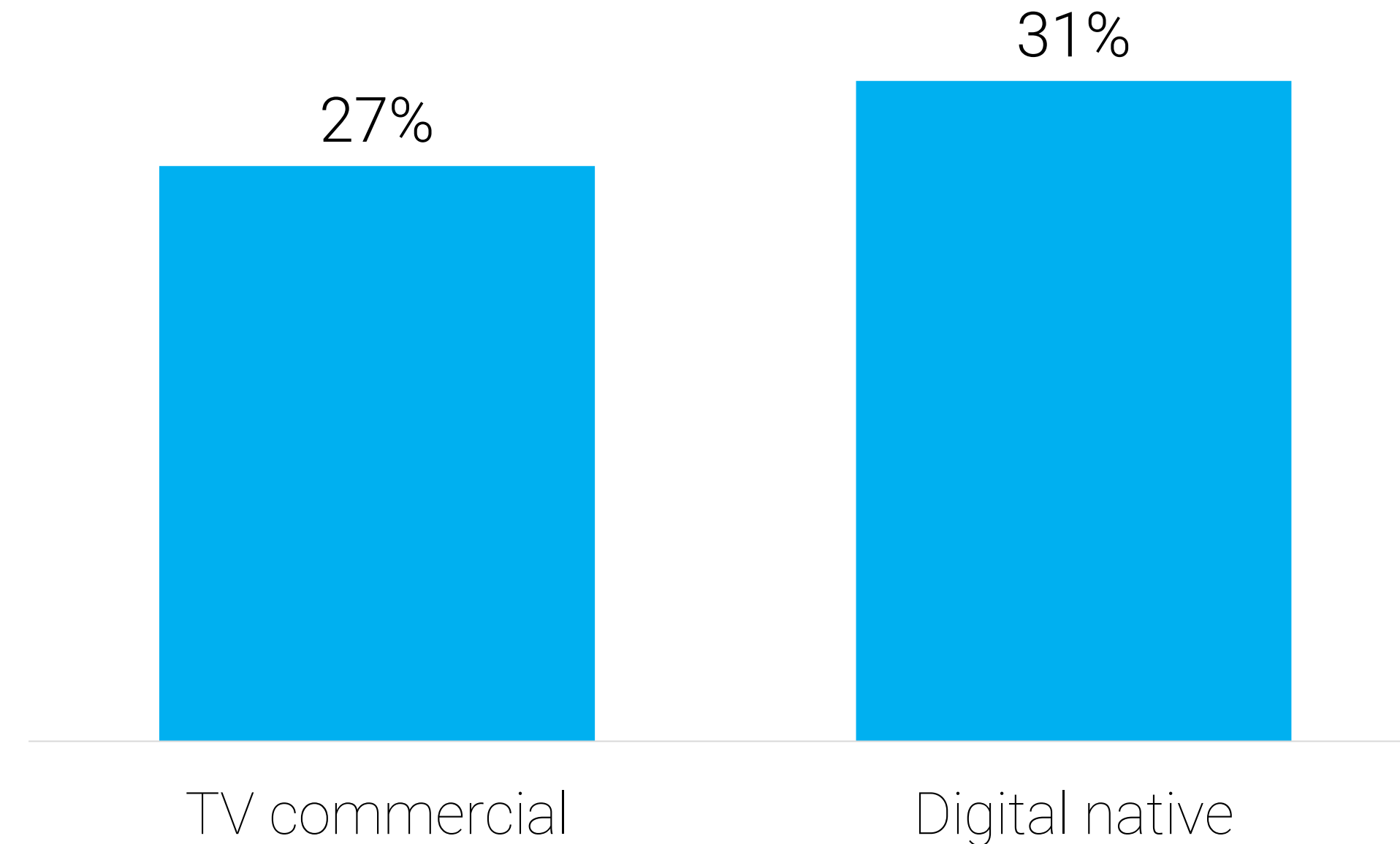
### Enjoyable





Digital native  
encourages  
**sharing** more  
often than  
TV commercial

### Sharing with others



Is **digital native** judged differently by  
different target groups?



18-34 year olds are  
**more positive** about  
digital native content

	18-34 age group	35-54 age group
Enjoyable	46% ↑	37%
Relevant	46% ↑	40%





Blog lovers score significantly higher on all characteristics

	Total	Blog lovers
Easy to understand	59%	66% ↑
Brand fit	49%	65% ↑
Credible	54%	71% ↑
Distinctive	40%	62% ↑
Enjoyable	41%	71% ↑
Relevant	42%	69% ↑
Message conveyed	28%	39% ↑



# Blog lovers are also **faster** in taking action

	Digital native	Blog lovers
Sharing with others	31%	59% ↑
Brand interest	38%	63% ↑
Purchase intent	34%	59% ↑





A close-up photograph of a woman's eye, looking directly at the camera. The image is partially covered by a semi-transparent pink overlay that extends diagonally from the top left towards the bottom right. The eye is detailed, showing eyelashes and the iris.

# What does this mean for you?

- ✓ Digital native is a valuable addition to TV. It leads to better brand recall.
- ✓ These effects are highest when you start the campaign with TV.
- ✓ Young people and blog lovers are the most positive about digital native. With them, it leads to the most brand activation.



Do you want to know more about  
the research?

[Mirte.van.Deursen@adalliance.nl](mailto:Mirte.van.Deursen@adalliance.nl)